

MINUTES
Iowa Wine, Beer and Spirits Promotion Board
October 17, 2024
10:00 a.m.
IEDA Offices/Teams meeting

BOARD MEMBERS PRESENT:

Noreen Otto, Iowa Brewers Guild
Jeff Quint, Iowa Spirits Industry
Christie Jensen, Iowa Wine Growers Association

BOARD MEMBERS ABSENT:

None

STAFF MEMBERS PRESENT:

Stephanie Neppl, IEDA
Amy Zeigler, IEDA
Jessica O’Riley, IEDA

OTHERS PRESENT:

Stephanie Strauss, Iowa ABD
Dar Danielson, Radio Iowa

I. Industry Updates

- a. *Christie – Iowa Wine Growers Association*
 - i. *IWGA will change the wine competition for 2025. The IWGA will control the event and Iowa State Fair would put their stamp on it.*
 - ii. *Fall Wine Trail event coming up the first two weeks in November.*
 - iii. *Annual conference is February 11-12, 2025*
 - iv. *A consumer event in Cedar Rapids is planned for Feb 22, partnering with the Iowa Dairy Association for a wine/cheese event.*
 - v. *Regarding the CO based winery that filed a lawsuit against IA re self-distribution, a judge has ruled that OOS wineries also able to sell direct to consumer in Iowa*
 - vi. *Legislatively they are working on options for wineries to be able to be part of TODS program (breweries may want to support as well)*
- b. *Noreen – Iowa Brewers Guild*
 - i. *Noted the benefits from the economic impact study. The IBG leveraged this to garner some good press, and it has resonated, and partners are asking for bullet points and using for their media outreach*
 - ii. *The high-profile closure of Peace Tree has impacted the industry, but 3 new breweries are opening soon*
 - iii. *The industry is still working to fully recover foot traffic from pre-pandemic numbers, maturing industry and stabilization*
 - iv. *At the Great American Beer Festival, 3 breweries and 1 cidery won medals*



- v. *iBEST is November 8, 2024 at Flix Brewhouse in Des Moines and will include 12 seminar sessions and a keynote. Secretary Naig is attending*
- vi. *Iowa Craft Brew Festival, which had a record number of attendees last year, is June 7 at Water Works Park*
- vii. *Direct to consumer shipping is a key legislative priority; may be some interest in moving away from 3-tier system on the judicial side of things*
- c. *Jeff – Iowa Spirits Industry*
 - i. *Experiencing spirit sales being down across the country – craft spirits are down more than bigger producers*
 - ii. *Fairly saturated market with craft spirits*
 - iii. *Legislative priorities are consistent with IBG and IWGA*

II. FY 24/25 Marketing Update

- a. Discuss FY 24 results, and projects for FY 25.
 - i. The passports are seeing record highs for signups and check-ins. Facebook and Instagram marketing plans have gone well.
 - ii. Newsletters are very effective communication tool with passport users who have opted in to communication. A joint newsletter will be sent in mid-November.
 - iii. New passport prizes will be ordered soon and text messaging used to promote. Prize redemptions have been very high for the past 6 months.
- b. Crowdriff Content Creators have been utilized at 20 wineries, breweries and distilleries. Video and photo assets will be available for future digital and social campaigns.

III. Discuss FY 25 Draft Budget

- a. The board previously authorized \$25,000 toward additional marketing, which runs through December. An additional \$65,000 was approved for Jan-June, 2025 campaigns and content creation.
- b. The inclusion of Industry Education line item was discussed and will remain in the budget.
- c. Scholarships have been well received by members of IBG and IWGA.
- d. Otto motioned to approve the draft budget as presented. Seconded by Quint. All approved.

IV. Comments from Guests (limited to 10 minutes each guest) – None.

Otto made a motion to adjourn the meeting at 11.11am. All in favor.